

MISSOURI DIVISION OF TOURISM

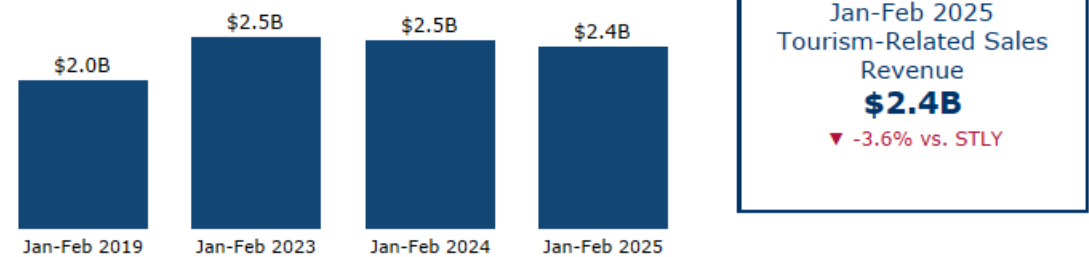
APRIL 2025 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 5/07/2025)





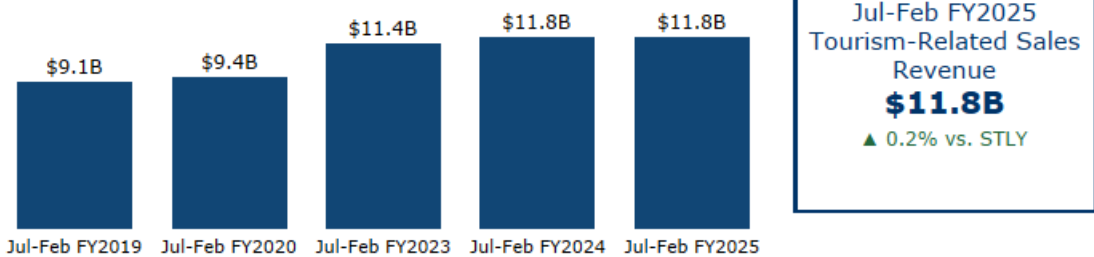
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

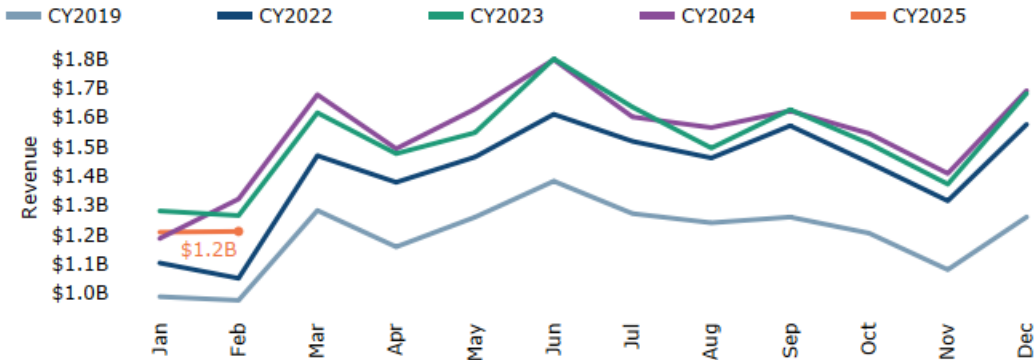


Fiscal Year-to-Date

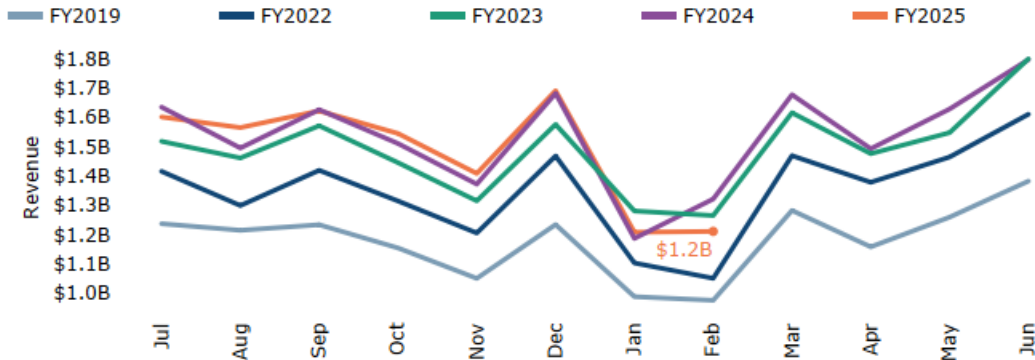
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



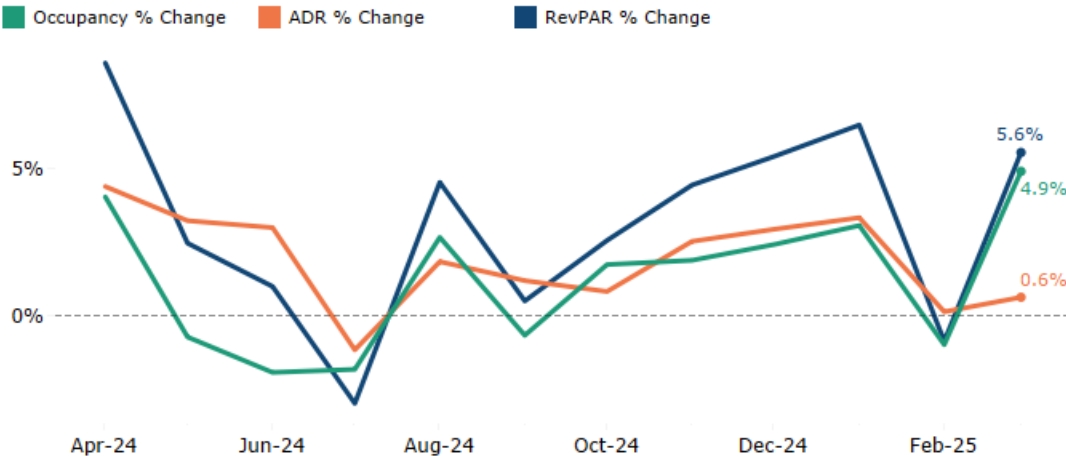
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2025	60.5%	\$121	\$73	3.3M	2.0M	\$244.2M
Change vs. Previous Year	▲ 4.9%	▲ 0.6%	▲ 5.6%	▲ 0.2%	▲ 5.1%	▲ 5.8%
Year-to-Date	49.7%	\$115	\$57	9.6M	4.8M	\$550.4M
Change vs. Previous Year	▲ 2.6%	▲ 1.2%	▲ 3.8%	▲ 0.1%	▲ 2.7%	▲ 4.0%

STR Monthly Lodging Trends

% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

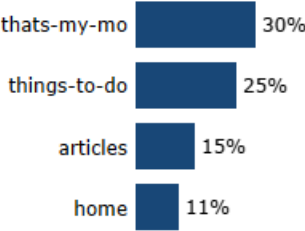


Calendar Year-to-Date

Jan-Apr 2025 Visits
426.1K
▼ -25.0% YOY

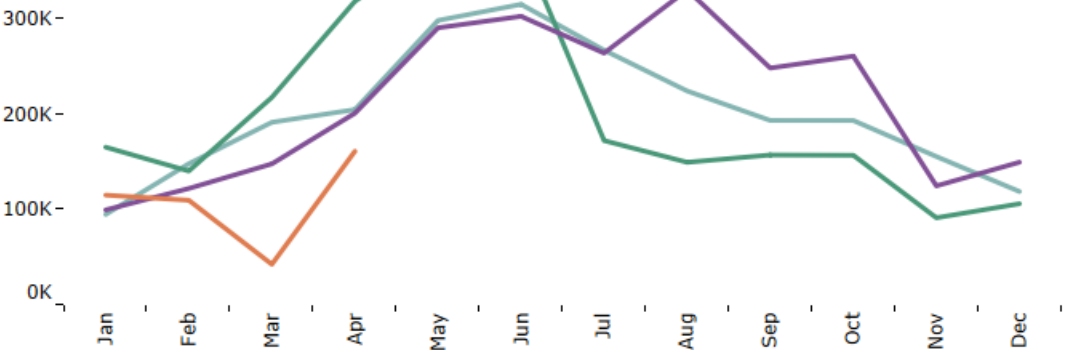


Top Content



Calendar Year Visits to VisitMO.com by Month

CY 2022 CY 2023 CY 2024 CY 2025



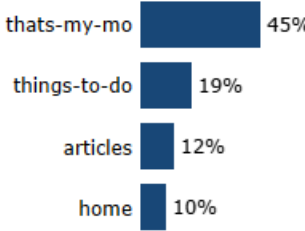
April 2025 hosted 160.5K visits, down 19.9% vs. Previous Year

Fiscal Year-to-Date

Jul-Apr FY2025 Visits
1.8M
▲ 28.8% YOY

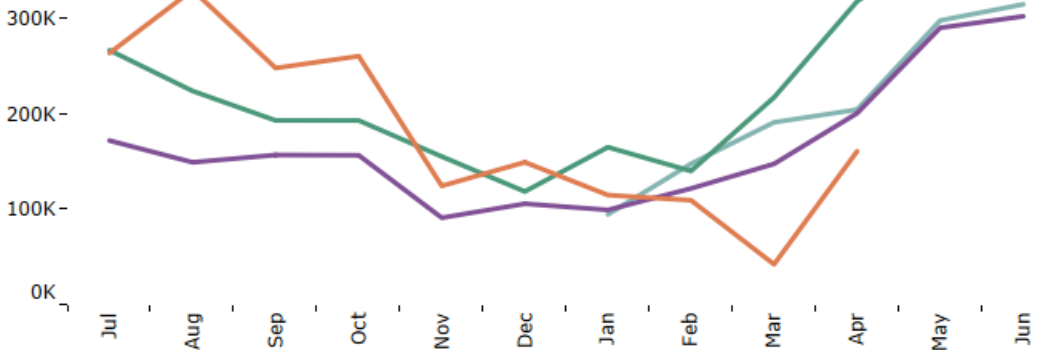


Top Content



Fiscal Year Visits to VisitMO.com by Month

FY 2022 FY 2023 FY 2024 FY 2025



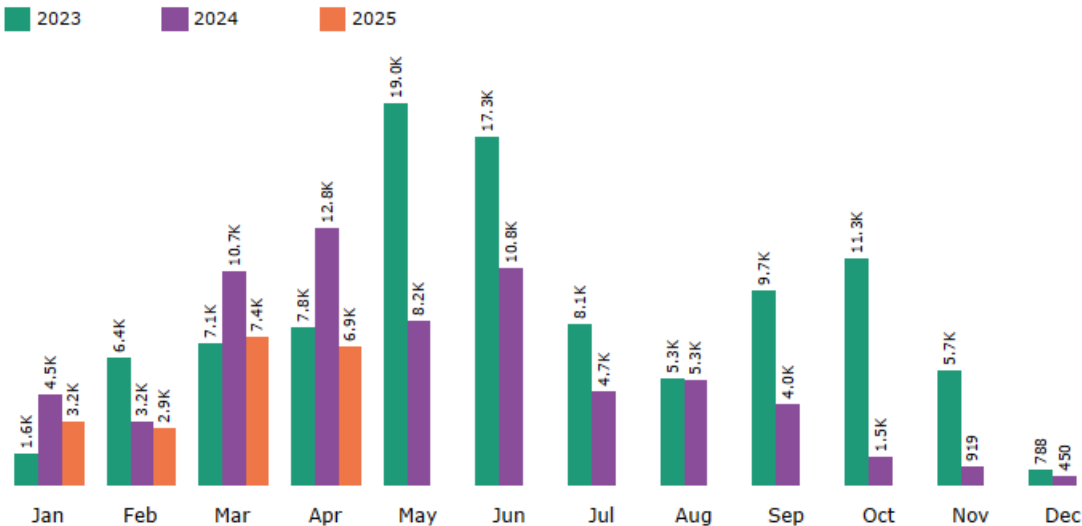


Travel Guide Fulfillment

Apr 2025
6.9K
▼ -46.2% vs. STLY

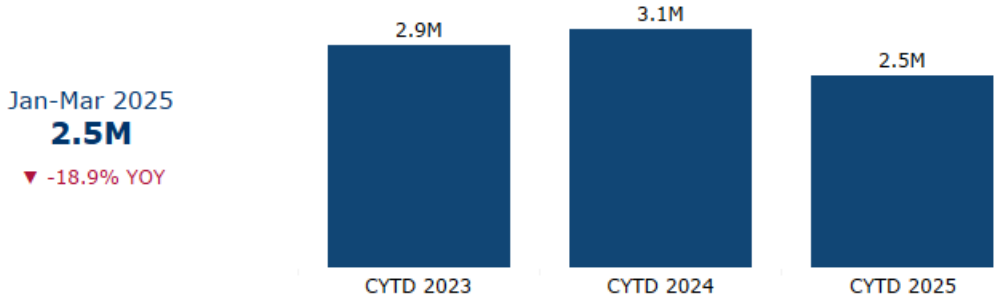
Jan-Apr 2025
20.3K
▼ -34.8% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

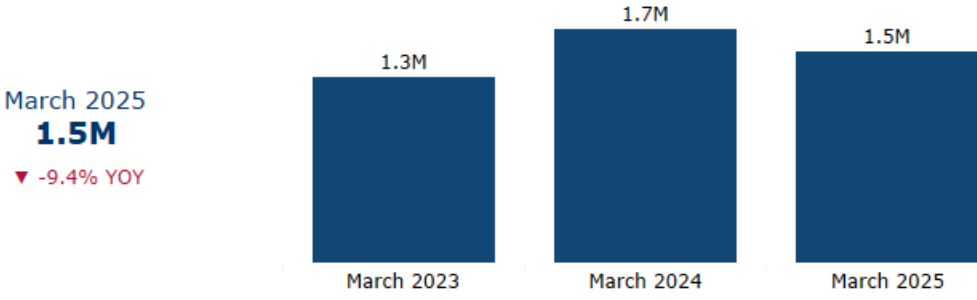


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Calendar Year-to-Date Visitation

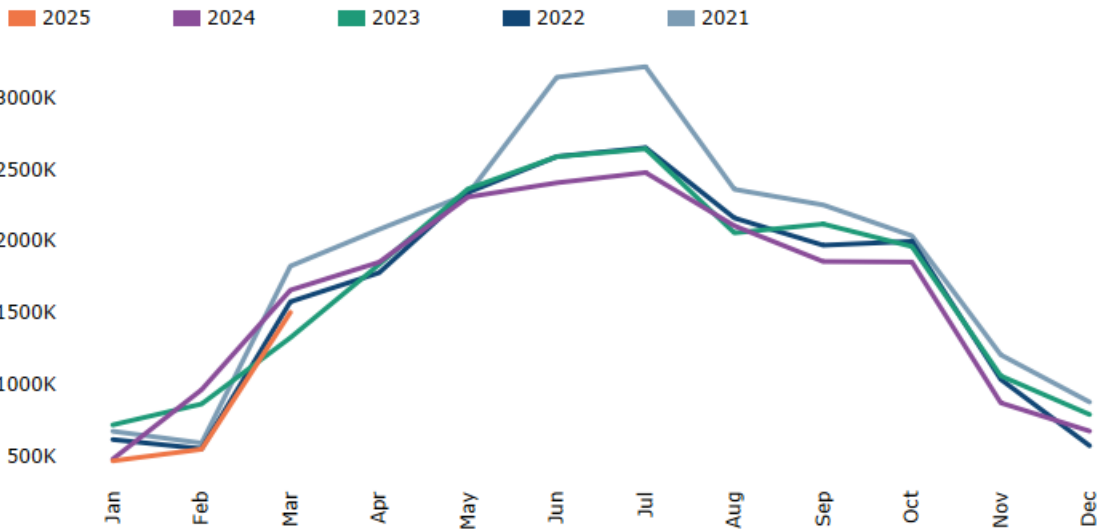


Monthly Visitation



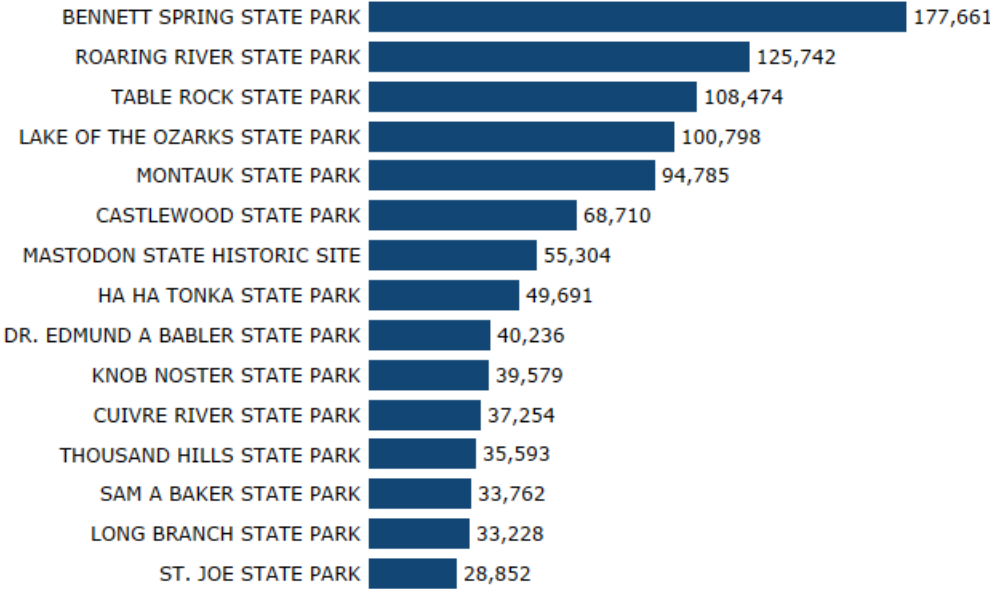
State Parks Visitors by Month

All Missouri State Parks

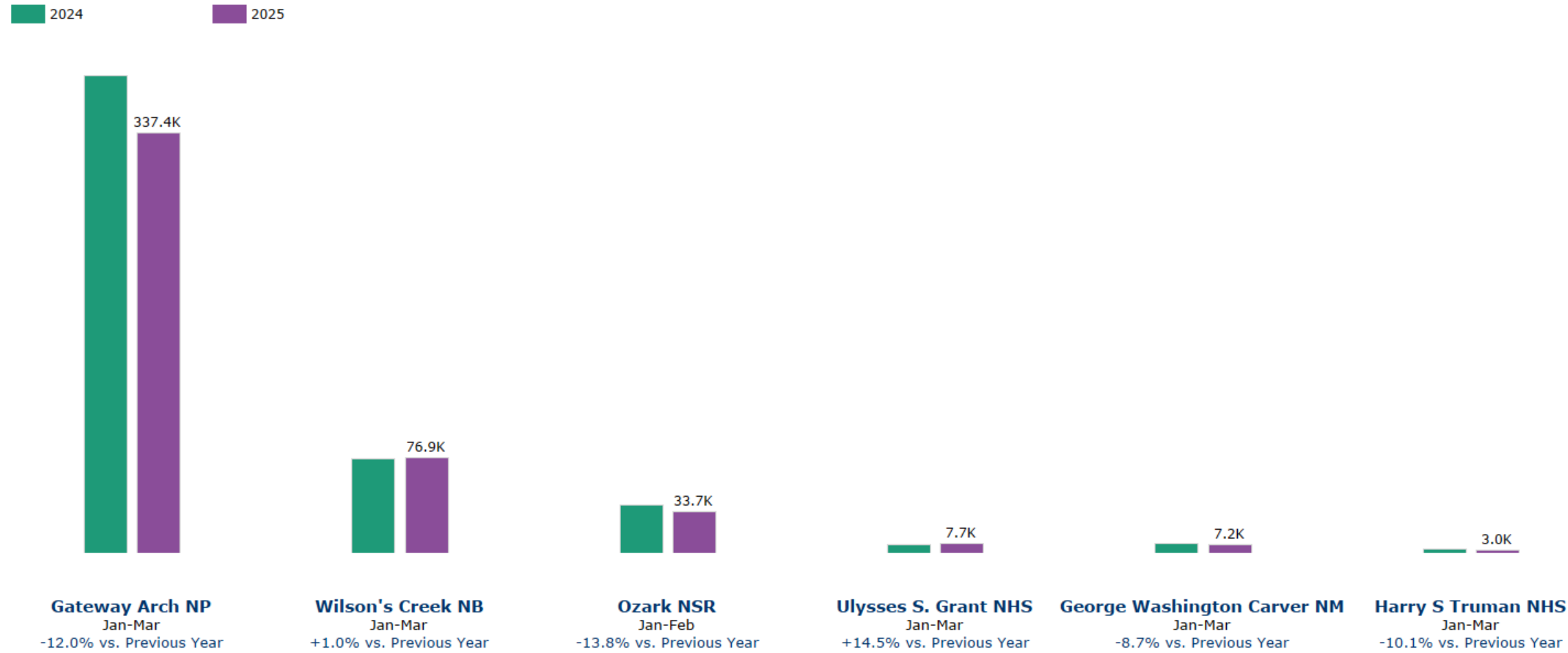


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in March 2025



Attendance by Park



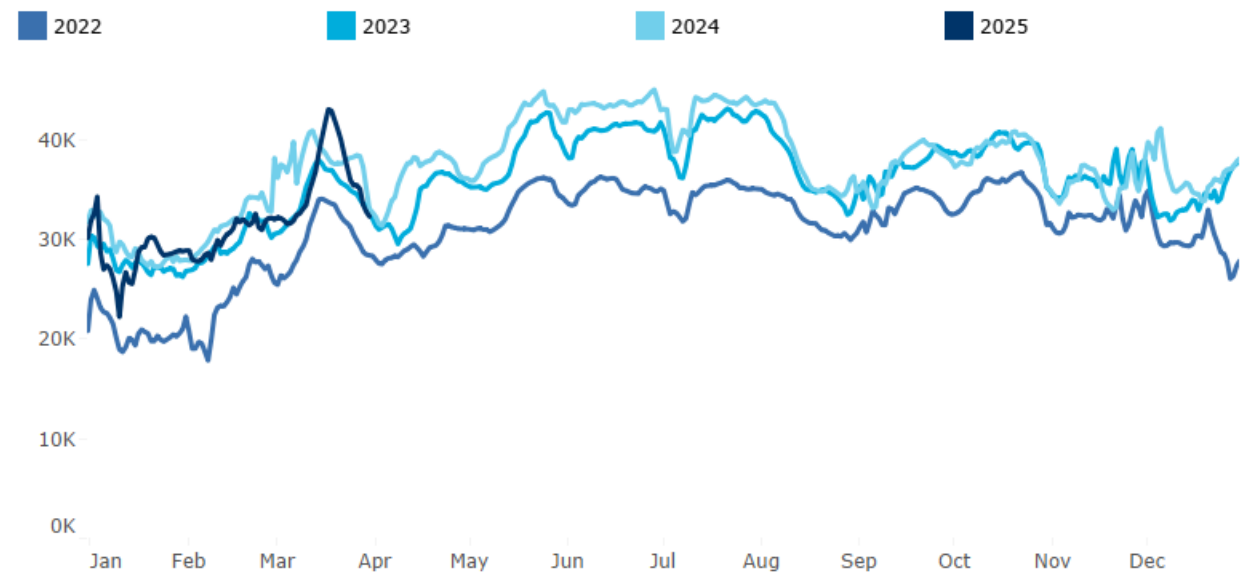
Airport Throughput by State
 March 2025

Month: March 2025
 Primary State: Missouri
 Comparison State 1: Illinois
 Comparison State 2: Tennessee
 Compare to: Previous Year
 Report Type: Month



MOM: ▲ 16.0%
 March 2025 YOY: ▼ -3.2%
 March 2025 vs. 2019: ▼ -0.4%
 Month YOY vs. Previous Year: ▼ -3.2%

Throughput: Missouri
 7 day moving average trend

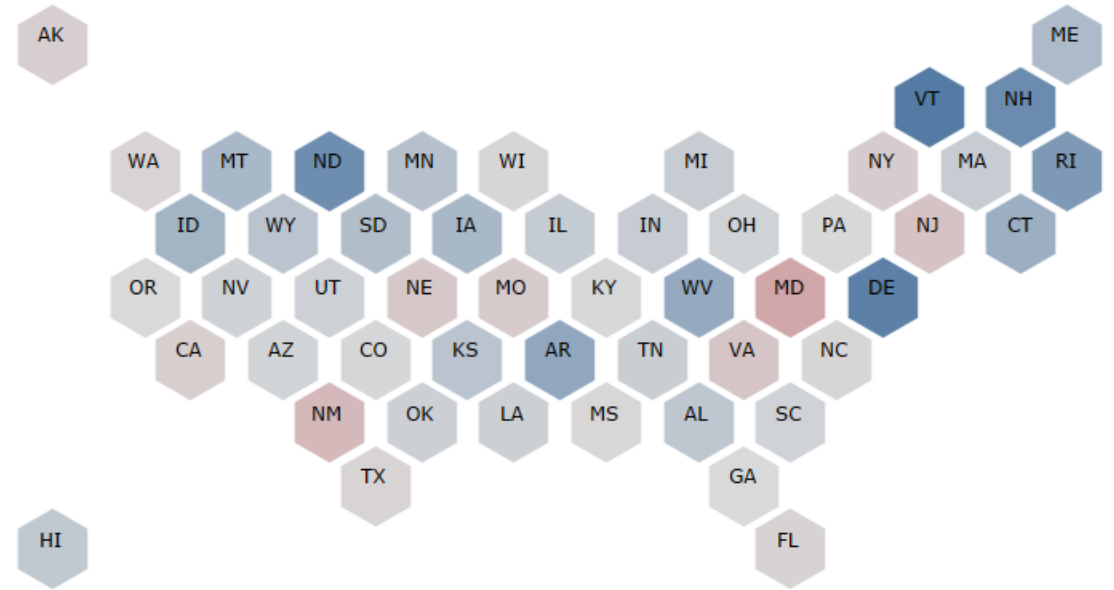


Source: TSA

Competitive Set Throughput
 Last 6 months, vs the same months in 2024

	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Missouri	+1%	-2%	+7%	-1%	-8%	-3%
Illinois	+4%	+4%	+9%	+3%	-1%	+3%
Tennessee	+3%	+2%	+5%	+2%	-5%	+3%
USA	+2%	+0%	+7%	+2%	-3%	+0%

Throughput by State of Departure
 March 2025 Month vs the same time period in 2024 (Click to filter)

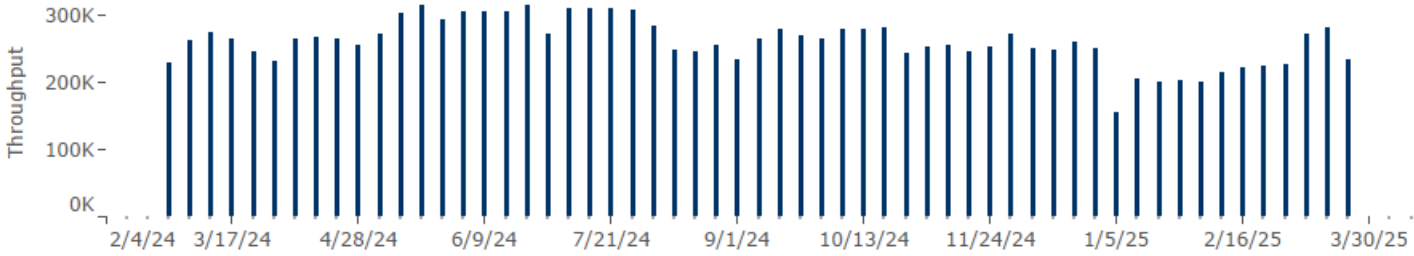


Missouri Throughput by Airport
March 2025

Month: March 2025 State: Missouri Compare to: Previous Year Report Type: Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2024

	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
All Airports	1%	-2%	7%	-1%	-8%	-3%
St. Louis Lambert International	0%	-6%	6%	-4%	-7%	-3%
Kansas City International	0%	0%	7%	-1%	-10%	-5%
Springfield-Branson National	4%	4%	15%	10%	-4%	14%
Columbia Regional	11%	8%	9%	12%	-8%	10%
Joplin Regional	54%	49%	72%	113%	55%	46%
Cape Girardeau Regional	34%	24%	23%	19%	-15%	8%
Waynesville-St Robert Regional Forney Field	9%	17%	16%	56%	-9%	18%
Kirksville Regional	23%	29%	16%	47%	-7%	5%
Branson Airport	-100%	-100%				

Map View of Airports

March 2025 Month, % change relative to 2024
Click on airports to sort Throughput by Week chart

